



COMMUNITY *LIVABILITY* FOR *BOOMERS* AND *MILLENNIALS*

MATT SULLIVAN
SENIOR REGIONAL PLANNER
SRPC



2016 NH OEP CONFERENCE

WHAT AND WHO ARE MILLENNIALS?

WHAT ARE THEY?

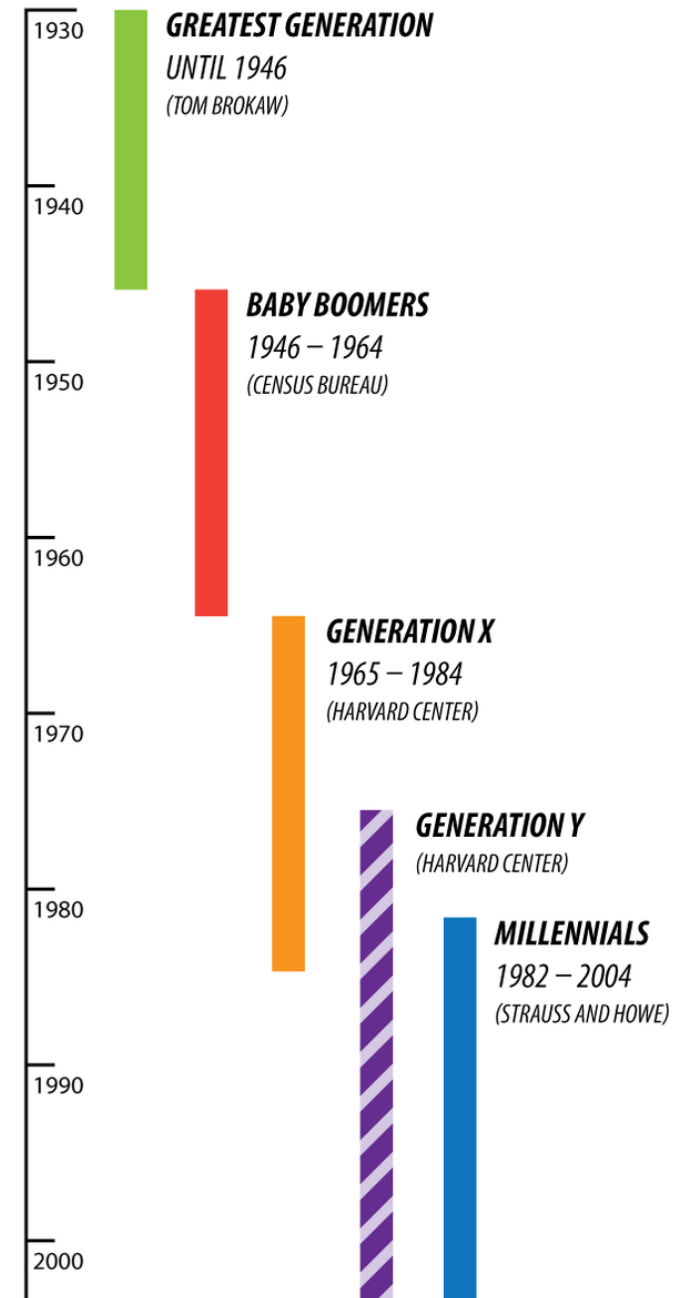
- Born between 1982-2004 (definitions vary)

How Do THEY COMPARE?

- 92 M Millennials
- 61 M Generation X
- 77 M Baby Boomers

WHO ARE THEY?

GENERATION, BY BIRTH YEAR



WHAT COMES TO MIND WHEN YOU THINK OF MILLENNIALS?

Single-Generation

Trophy-Generation

Politically-Correct

Risky

Arrogant

City-Bound

Lazy

Self-Absorbed

Oversensitive

Technology- Dependent

Selfish

Anti-Social

Entitled

Narcissistic

Renter-Generation

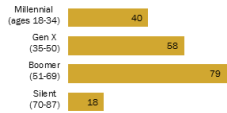
THE MEDIA WANT YOU TO BELIEVE THIS...

Even millennials hate millennials, poll says



Millennials Less Likely Than Boomers, Gen X to Embrace Generational Label

Millennials Less Likely Than Boomers, Gen X to Embrace Generational Label
% of those in each generation who consider themselves to be part of that generation...



American Trends Panel (wave 10). Survey conducted Mar 10-Apr 6, 2015. Respondents could select more than one generation label.

Millennials see themselves as greedy, self-absorbed and wasteful, study finds

Youngest working generation and Generation X also less 'patriotic' than baby boomers, while older 'Silent' and 'Greatest' generations rate themselves highly



Los Angeles Times

Op-Ed It's millennials' turn to take the blame for the downfall of society

By Ann Friedman

October 22, 2015, 5:00 AM

or each generation to not be hated by the media. The baby

the DESIGNER SALE

Up to 40% OFF

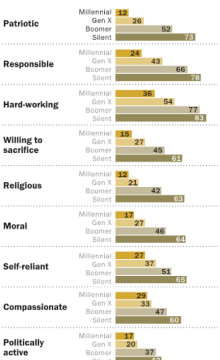
real designer selections for women and men.

SHOP NOW

Generation Gaps: Silents, Boomers See Themselves in a More Positive Light

Generation Gaps: Silents, Boomers See Themselves in a More Positive Light

% of each generation saying each term describes their generation overall



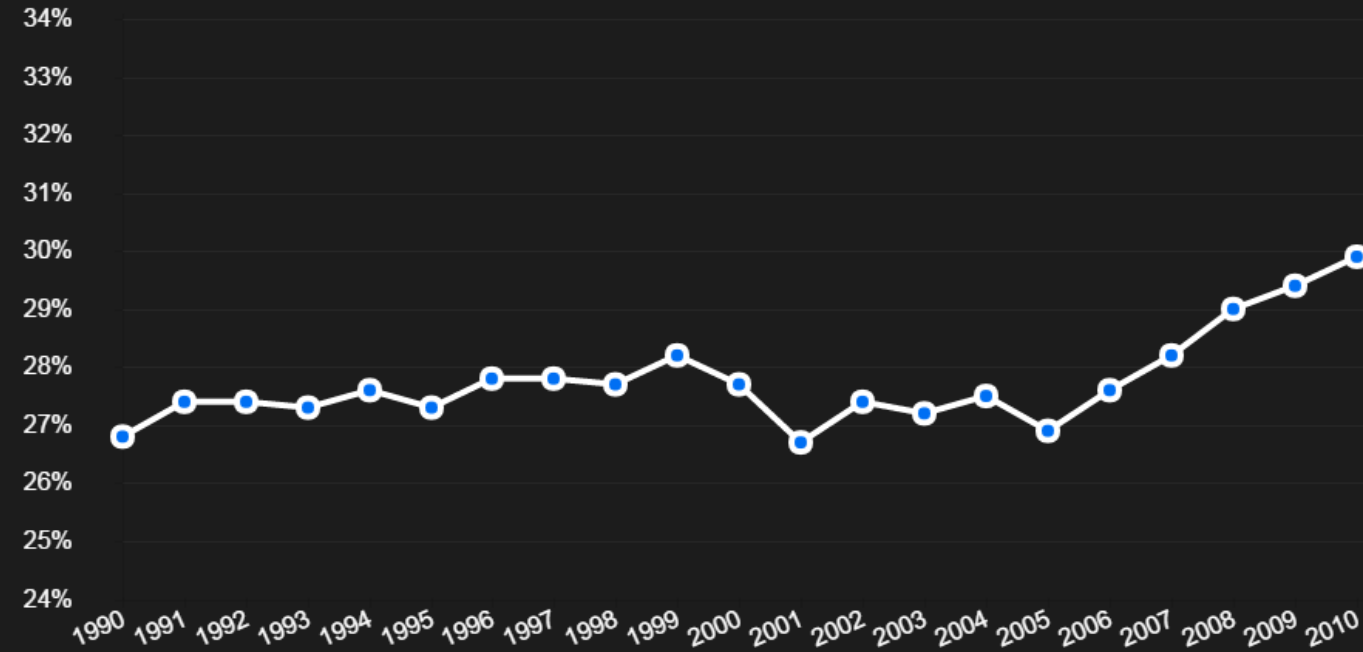
Source: American Trends Panel (wave 10). Survey conducted Mar 10-Apr 6, 2015.
PEW RESEARCH CENTER

...BUT IN MANY CASES, THEY'RE WRONG

SO, WHAT DO THE NUMBERS TELL US?

STAYING HOME...

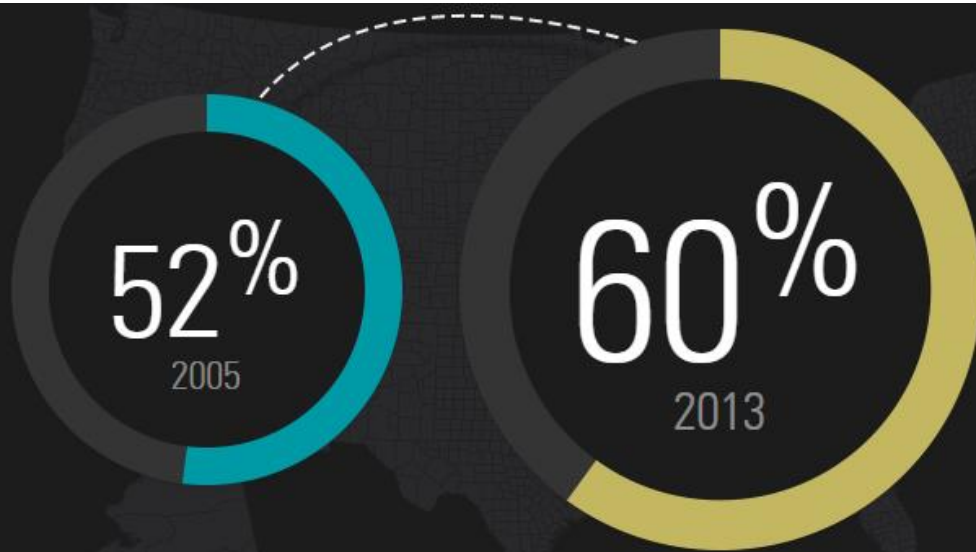
A growing number of Millennials are choosing to live at home with their parents.



% of 18-34 year olds living with parents

Source: IPUMS-CPS, IPUMS-USA and
Goldman Sachs Global Investment Research

RENTAL PREFERENCE...

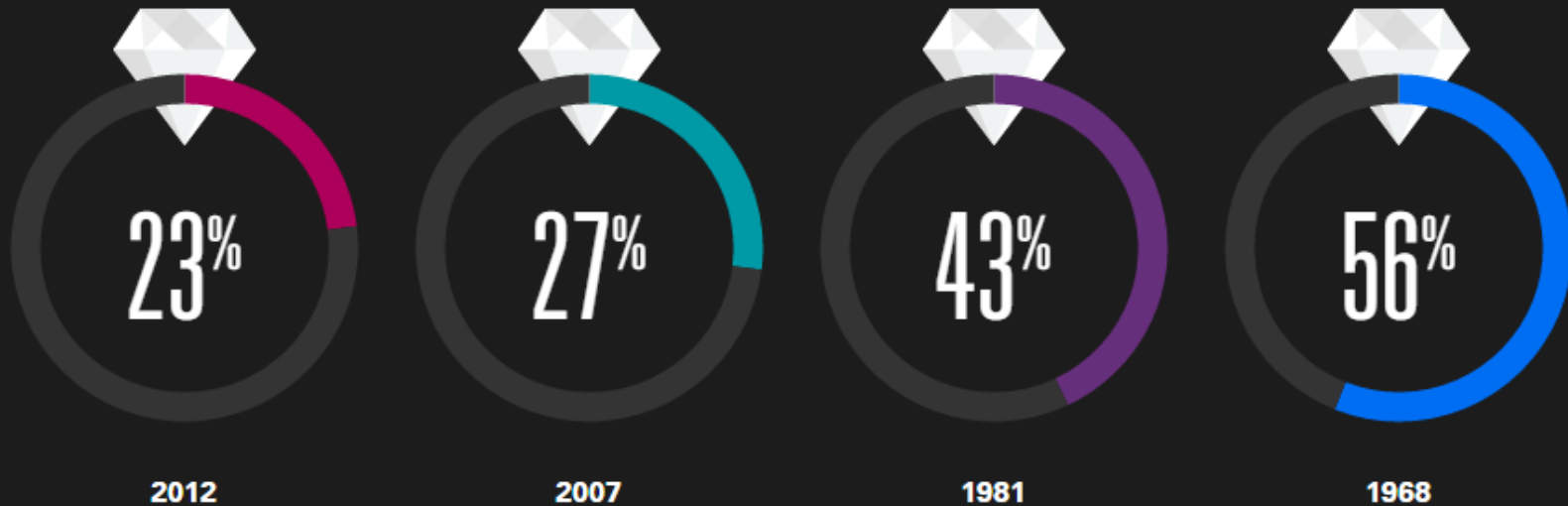


Renters as a % of total population, 25-34 years

Source: Organization for Economic
Co-operation and Development

SETTLING DOWN

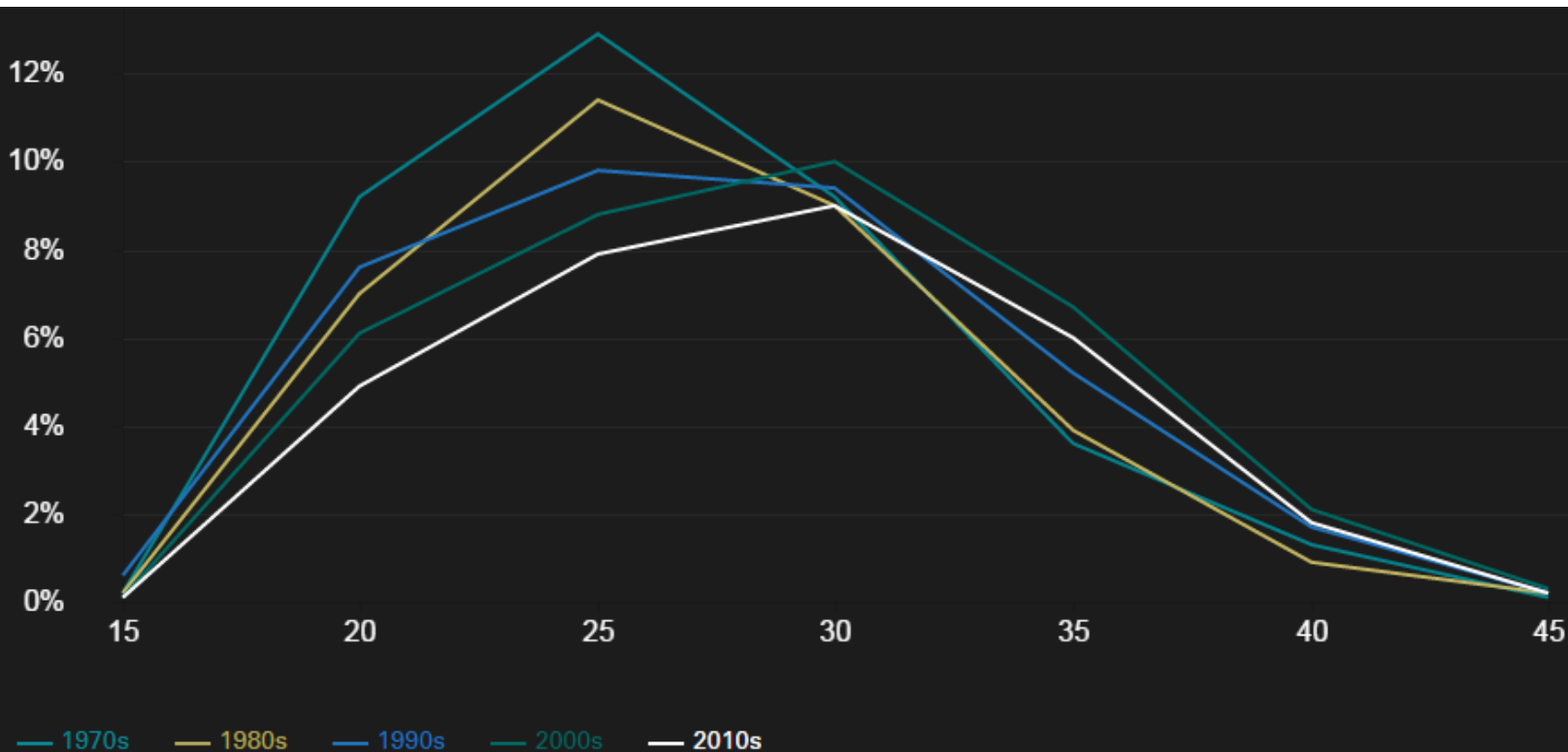
The percentage of young people married and living on their own has dropped by more than 50% since the 1960s.



% of 18-31 year olds married and living in their own household

Source: Pew Research Center,
Current Population Survey

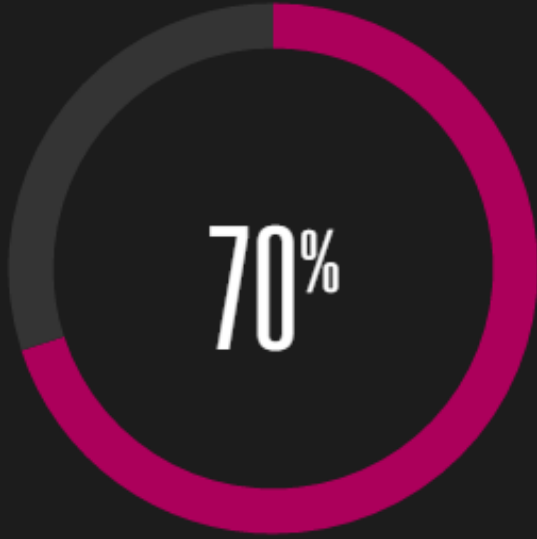
STARTING A FAMILY...



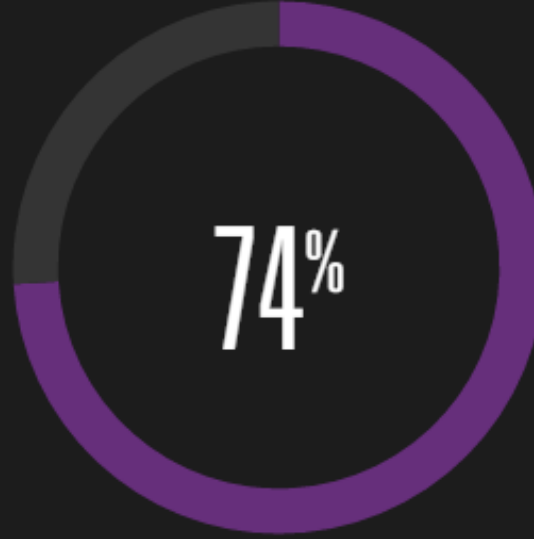
% of women having children by age

Source: IPUMS-CPS and Goldman Sachs
Global Investment Research

THE WAITING GAME...



"Do you want to get married?"

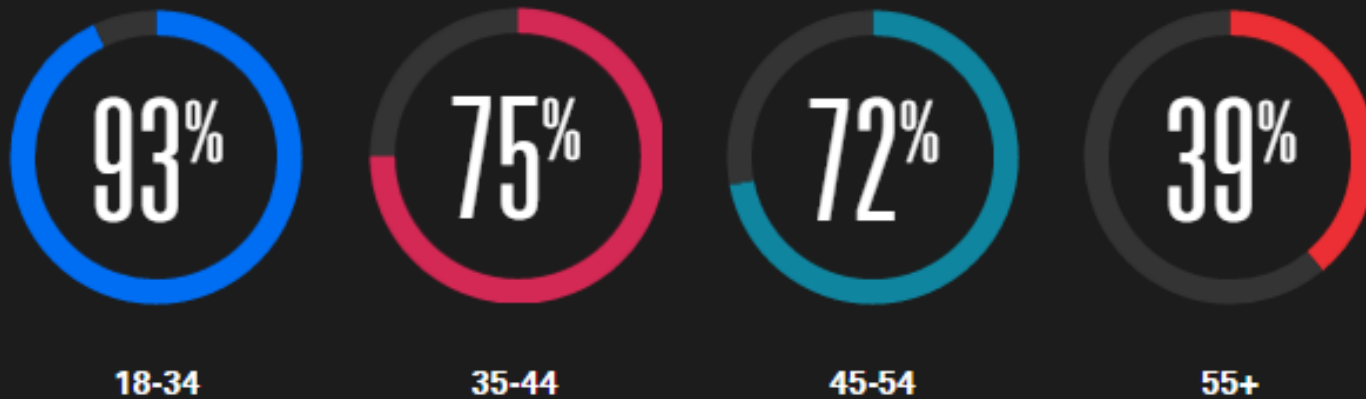


"Do you want to have children?"

Source: Pew Research Center

THE WAITING GAME...

An overwhelming percentage of Millennials say they want to own a home sometime in the future.



**% of renters who plan to buy a home
some day**

Source: Trulia

MILLENNIALS ARE “GROWING UP”

- Millennials are becoming homebuyers in the same way
- Millennials are saving
- Millennials are getting married
- Millennials are having children

BUT, MILLENNIALS ARE DIFFERENT

- Millennial homebuyers aren't purchasing in just any place (think any suburban area)
- They are prioritizing place above financial/career opportunity
- Walkability, access, and quality of life are MAJOR factors for “life decisions”
- “The Anti-Suburb Suburb”

THE MYTH OF CITY MIGRATION

- In 2014, 529,000 Americans ages 25 to 29 moved from cities out to the suburbs
- Only 426,000 moved in the other direction
- Young millennials (early 20's) - 721,000 OUT compared with 554,000 IN

WHAT DOES IT MEAN?

- Suburban areas are still attractive
- Cities continue to grow BUT, that's because of births and immigration, not internal migration
- Millennials are moving to the suburbs at a much lower rate than past generations did at the same age
- They are simply delaying their move to the suburbs, NOT forgoing it entirely (30- to 44-year-olds are actually heading for the suburbs at a significantly faster rate than in the 1990s)

SO, WHERE ARE THEY GOING?

- Metropolitan Areas
- “The Suburbiest of Suburbs” = those with lower densities (American Community Survey)

LIKE...NEW HAMPSHIRE

GREAT.

BUT, WHY SHOULD YOU CARE?

AND, WHAT DOES THIS MEAN FOR
PLANNING AND YOUR COMMUNITY?

WELL...

- ATTRACTING AND RETAINING MILLENNIALS IS IMPORTANT
- IT WILL **DIRECTLY** IMPACT THE SUSTAINABILITY AND FUTURE HEALTH AND VITALITY OF YOUR COMMUNITY
- WITHOUT MILLENNIALS, WHO WILL PROVIDE SERVICES (LIKE EMERGENCY SERVICES AND MEDICAL CARE?)

WHAT CAN COMMUNITIES DO?

BROAD STROKES

1. Quality of life is key!
2. You can't control the location of your community, so start with something that you CAN change
3. Prioritize Effectively – You CANNOT do everything. Pick a few improvements that your community can afford to make
4. Make sure that your community always has its best foot forward online
5. Promote YOUR competitive advantage – What is it that makes your community great? Stick to it and promote it. Do NOT try to be everything to everyone
6. Now is the time to market your community (APA - 55% of Millennials surveyed are likely to move within the next 5 years)
7. Create opportunity for Millennials in the workplace. Identify sectors of growth for Millennial employment and prioritize economic development efforts around those

THE NITTY GRITTY

1. Mix uses in a way that creates places to walk to and from
2. Maintain a diverse housing stock that is affordable (DO NOT THINK WORKFORCE)
3. Limit Parking (consolidate) as a way of encouraging walking and alternative transportation while giving you SPACE to do economic and community development in critical areas
4. Let modes of transportation work together where and when possible and protect those modes through elimination of SOME traditional street patterns (one-ways)
5. Plant trees because not only do they look nice (natural air conditions, reduce stormwater pollution, and reduce air pollution)

***MILLENNIALS CARE ABOUT THEIR
COMMUNITIES...MAYBE MORE
SO THAN OTHER GENERATIONS!***

HOW CAN YOU ENGAGE THEM?

WHAT ARE MILLENNIALS DOING ABOUT IT?



THE 603 INITIATIVE

*Seeks to empower young Granite Staters by providing a platform for them to shape the future of the State of New Hampshire and the communities in which they live. With a focus on **civic participation and advocacy**, the 603 Initiative seeks to **connect its members with government officials and community leaders** in order to influence and shape conversations surrounding issues that are particularly important to young people.*

OUR CORE VALUES:

- HOUSING
- CIVIC ENGAGEMENT
- COMMUNITY AMENITIES
- EMPLOYMENT
- RECREATION
- TRANSPORTATION

CHECK US OUT:

[YOUNG LEADERS SUMMIT](#)[JOIN US!](#)[CALENDAR](#)[CORE ISSUES](#)[LEADERSHIP](#)[POLICY WATCH](#)[DONATE](#)[NEWS](#)

Lookout 603: Dan Feltes

Upcoming Events

< Jun 2016 >

June 13, 2016

Strategy and Policy/Outreach Committee Meeting

June 13, 2016 @ 7:00 pm - 8:30 pm

[See more details](#)

The 603 Initiative engages and advocates for young Granite Staters to shape the future of New Hampshire and its communities.

The 603 Initiative is an organization which seeks to empower young Granite Staters by providing a platform for them to shape the future of the State of New Hampshire and the communities in which they live. With a focus on civic participation and advocacy, the 603 Initiative seeks to connect its members with government officials and community leaders in order to influence and shape conversations surrounding issues that are particularly important to young people.

Tweets by @603Initiative

603Initiative Retweeted



Rebecca Perkins
@RebeccaPerkins

Zoning changes key to affordable housing #PortsmouthNH
seacoastonline.com/article/201606
... via @seacoastonline



Portsmouth councilor: Zoni...

THE TAKE HOME:

Millennials want a sense of community and belonging just like anyone else

Millennials and Boomers share more community preferences than you may think

You can't magically turn your town, city or region into a large city BUT small steps can be taken to try to make smaller communities more attractive

You can be progressive about planning and community development. Be innovative when it comes to finding ways to engage young people

Take a multi-generational approach:

- 1. Increase diversity of housing supply*
- 2. Strengthen education*
- 3. Attract the jobs of tomorrow's economy*
- 4. Strengthen access to safe and affordable transportation options*
- 5. Develop "quality-of-life" infrastructure that all can benefit from*

THE GOOD NEWS?

...WE'RE GETTING THERE

A FEW EXAMPLES...



THANK YOU!

MATT SULLIVAN

MSULLIVAN@STRAFFORD.ORG

603.994.3500